

THE JOURNAL OF

australian ceramics

The most widely read ceramics magazine in Australia, estimated readership: over 30,000

Readers: Ceramicists, collectors, galleries, ceramics students, libraries and secondary schools

Print quality: Full colour, 128 pages, burst bound, printed on quality paper with silk matt cover

Artwork Specifications 2008

Electronic Artwork:

All ads should be supplied as high resolution PDFs, with crop marks and 5mm bleed. Please keep all important information at least 10mm away from the edge of the artwork (excluding the 5mm bleed).

All images have to be in CMYK and in sufficient resolution for print (scanned to 300dpi at 100% of final size @150 line screen). Make sure all text has been changed to outlines before converting the artwork to PDF. Please ensure that all spotcolours are changed to CMYK

PDF created directly within an application (eg QuarkX-Press, Illustrator or InDesign) is not acceptable.

Postscripting the file to Acrobat Distiller (High Quality Print) is the preferred method.

Original artwork will only be accepted in

Illustrator CS2 or InDesign CS2. If the artwork is set up in Photoshop, please make sure that the file is saved with 600dpi (in layers, not flattened), otherwise your text might appear blurred in print. It is not recommended to set up artwork that includes long copy in Photoshop. If you supply original artwork, please send also all fonts and images used.

If you use **rich black in backgrounds and headlines** please make sure that it is set up in C40/M0/Y0/K100. This will avoid registration problems. For body text and lines please use K100 for black only.

Images should be sent as 300dpi and as a jpg file.

All artwork should be supplied on CDR or sent in by email, if not larger than 2.5MB. Please include a hard-copy of the artwork in colour for comparison.

Hardcopy Artwork:

Please supply original transparencies or photos to achieve the best results.

If you want us to do your artwork, please supply a typed manuscript as a Word file, a rough sketch if you already have an idea of your ad and all necessary logos and images in high resolution.

If we have to fix artwork on your behalf, you will incur artwork costs of \$80/hour.

AD SIZES

Full page (Portrait): Trimmed Size 170 x 245 mm

Full page (Portrait): Type area 145 x 215 mm

Bleed: +5mm on all sizes

Please keep 10mm from the edge free of important text. Make sure all full page ads include trim marks and 5mm bleed.

Half page (Landscape): 145 x 105 mm
no bleed required

Quarter page (Portrait): 70 x 105 mm
no bleed required

The Journal of Australian Ceramics will take no responsibility for the printed quality where it is not supplied to our specifications.

Contact: Vicki Grima – Editor, The Journal of Australian Ceramics, PO Box 274 Waverley NSW 2024

T: 1300 720 124, F: 02 9369 3742, E: mail@australianceramics.com W: www.australianceramics.com

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